

21.07 ECONOMIC DEVELOPMENT

14/12/2017
C150

This clause provides local content to support Clause 11 (Settlement) and Clause 17 (Economic Development) of the State Planning Policy Framework.

Additional local content is also provided in Clause 21.10 to support implementation of both the State and Local Planning Policy Frameworks in a local area context.

21.07-1 Economic growth and employment

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Knox is a major contributor to the regional and broader Melbourne economies, with exports largely dependent on the manufacturing and wholesale trade sectors. Recent jobs growth in health care and social assistance and professional, scientific and technical services, with a small decline in manufacturing suggest a shift towards a knowledge-based economy.

Knox enjoys a reputation as a high employment generator, with steady, higher than average levels of workplace participation and lower than average unemployment rates. The highest employment industry sectors are manufacturing, retail trade, wholesale trade and healthcare and social assistance.

Knox has a skilled workforce, which makes it an attractive place to locate for business. Knox has a range of significant employment precincts, as well as a network of smaller commercial and industrial hubs, as shown in Figure 1 to this clause. Both the Bayswater Industrial Precinct and the Scoresby-Rowville Employment Precinct have significant investment and employment opportunities. The Wantirna Health Precinct is recognised in *Plan Melbourne 2017-2050* as a State significant health precinct, and will also be a major employment centre for health, community and education services.

Knox has around 13,000 businesses operating within it, employing a workforce in excess of 55,000 people. Just over 9 per cent of land in Knox is specifically zoned for industrial or commercial purposes.

In Knox, 28 per cent of working residents are employed within the municipality and 56 per cent of businesses are registered as 'non-employing', which suggests home-based business is an important source of employment.

The supply of land for primary industry in Knox is mostly located outside the Urban Growth Boundary.

Key issues

- Maintaining a strong and sustainable local economy.
- Strengthening local employment opportunities.
- Strengthening the Knox image for high quality business areas.
- Responding to broader changes in the industrial and commercial sectors.
- Pressure for smaller land allotment sizes.

Objective 1

To create a strong and sustainable local economy and facilitate local employment opportunities.

Strategies

- 1.1 Support the development of local businesses with a focus on advanced and high value manufacturing, health, ageing and business services.
- 1.2 Support appropriate home-based business, having regard to local amenity considerations.
- 1.3 Support development that accommodates emerging business trends.
- 1.4 Support the formation of industry clusters and networks.

- 1.5 Support restricted retail development in highway locations and on the periphery of activity centres.
- 1.6 Avoid alternative use of economically viable primary industry sites.
- 1.7 Support complementary office opportunities on commercial and industrial land that promotes co-working, small business, collaboration and innovation.
- 1.8 Facilitate infill development of vacant commercial and industrial sites and innovative development of underutilised land to support new employment and achieve active frontages.

Objective 2

To ensure sufficient land is available for industrial and production economy-related uses.

Strategies

- 2.1 Avoid non-industrial uses on industrial land that will compromise the supply and viability of the land for industrial and productive economy related uses.
- 2.2 Facilitate site consolidation and redevelopment of under-utilised sites in industrial areas.
- 2.3 Avoid fragmentation of industrial sites and buildings.
- 2.4 Support industrial development with compact internal arrangements that provide for efficient land use.

Objective 3

To provide a local amenity that makes it attractive to work and do business in Knox.

Strategies

- 3.1 Create and maintain a high standard of amenity in industrial, commercial and restricted retail sales areas.
- 3.2 Support industrial, commercial and restricted retail development that provides a high quality built form and well-planted setbacks along declared arterial road frontages.
- 3.3 Protect key public realm views to the Dandenong Ranges in Activity Centres.
- 3.4 Support building renewal and quality built form in existing industrial areas.

Objective 4

To facilitate development and support the growth of key employment precincts, including the Scoresby-Rowville Employment Precinct, Bayswater Industrial Precinct and the Wantirna Health Precinct.

Strategies

- 4.1 Support a transition towards knowledge based industries in areas traditionally dominated by manufacturing, particularly in the Bayswater Industrial Precinct.
- 4.2 Facilitate development of the Scoresby-Rowville Employment Precinct as a regional employment and national and international business attractor for technologically advanced industry (including hi-tech and bio-tech industries) that provide high amenity and lifestyle options.
- 4.3 Facilitate and support development of the Wantirna Health Precinct with a focus on health, education and community employment uses.
- 4.4 Support residential development within the Wantirna Health Precinct which supports and complements the health, education and community activities of the precinct and provides accessible housing options.
- 4.5 Support a collaborative approach to planning for the Bayswater Industrial Precinct across the Knox, Maroondah and Yarra Ranges Councils.

21.07-2 Activity centres

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Activity centres in Knox offer a range of retail, commercial, employment, recreational, residential and social activities to support living locally.

The *Integrated City Strategy Implementation Plan 2015-17* seeks to foster viable and accessible activity centres (commensurate with their role and function), in order to support business and employment growth.

The role and function of activity centres across Knox has been set out in Table 1 to this clause, which also sets out strategic directions and development opportunities. More detailed land use, development and design considerations for some activity centres are also contained within Clause 21.10 - Local Areas and relevant zone and overlay schedules.

Key Issues

- Avoiding inappropriate out-of-centre retail activity.
- Revitalising activity centres by facilitating a mix of uses.
- Poor amenity, accessibility and connectivity to and within activity centres.
- An increasing demand for housing within activity centres is changing the traditional nature and role of activity centres.

Objective 5

To establish a network of viable activity centres that provide access to a wide range of goods and services commensurate with their role and function.

Strategies

- 5.1 Facilitate land use and development in activity centres commensurate with their role, function and strategic directions outlined in the Table 1 to this clause.
- 5.2 Support business growth across activity centres to meet community needs.
- 5.3 Consolidate retail development into activity centres, close to railway stations and other transport nodes, and avoid out-of centre retail development.
- 5.4 Direct large entertainment and retail uses serving a regional catchment into Knox Central, Bayswater, Boronia, and Rowville activity centres.
- 5.5 Promote mixed uses and higher density housing in activity centres to increase local living opportunities and the vitality of centres, consistent with structure plans and the *Knox Housing Strategy 2015*.
- 5.6 Support appropriate non-residential uses in residential areas on the periphery of activity centres, where they can provide a buffer between business and residential uses.
- 5.7 Discourage non-residential uses which operate until late at night in residential areas where late night commercial activity does not currently exist.
- 5.8 Support active ground floor employment uses in activity centres.
- 5.9 Support grade separation of level crossings within activity centres, and facilitate new development and community outcomes as a result which will improve amenity, accessibility and economic viability of the centre.

Table 1 – Knox activity centres hierarchy table

| Knox Central Activity Centre | |
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| <p>Role and function</p> <p>Knox Central serves as the civic, commercial, community, entertainment, leisure and employment focus for the municipality, with Westfield Knox Shopping Centre being a retail base for the outer eastern region of Melbourne.</p> | <p>Strategic directions</p> <p>Intensify the level of activity throughout the area, with a particular focus on achieving higher density residential and employment uses on land adjacent to the Westfield Knox Shopping Centre.</p> <p>Support the retail expansion of the Westfield</p> |

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| <p>Knox Central has access to a major bus interchange, with multiple bus routes including a Smart Bus route along Stud Road.</p> <p>The potential exists for an extension of the tram network along Burwood Highway to the Knox Central Activity Centre.</p> <p>Housing opportunities comprise medium to high density residential development, including apartments and mixed use development.</p> | <p>Knox Shopping Centre to retain its role as a regional shopping destination.</p> <p>Support the diversification of business and employment opportunities in existing industrial areas.</p> <p>Support development of under-utilised land for a mix of medium to high density, institutional, employment and residential uses.</p> <p>Support development that activates the interface to the Lewis Park and Blind Creek Corridor.</p> <p>Support land use and development within the Knox Central Activity Centre to be consistent with:</p> <ul style="list-style-type: none"> ▪ Clause 21.10-2 (Local Areas – Knox Central Activity Centre); ▪ Clause 43.04 – Schedule 2 to the Development Plan Overlay (Knox City/Towerpoint Shopping Centre); and, ▪ Any other relevant local policy, zone, overlay and particular provisions. |
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Boronia Activity Centre

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| <p>Role and Function</p> <p>Boronia is a major centre with a broad range of retail, commercial, office and community uses that serve a large residential community. The centre is set amongst the foothills of the Dandenong Ranges.</p> <p>The centre has access to a public transport interchange including a train station and multiple bus routes.</p> <p>Housing opportunities include villa units, townhouses and apartments. Apartment opportunities also exist above active commercial ground floor uses within the centre.</p> | <p>Strategic Directions</p> <p>Increase the scale and level of activity, while ensuring development is well designed and respects Boronia's unique setting amongst the foothills of the Dandenong Ranges. This includes protecting views towards the Dandenong Ranges.</p> <p>Support a broad range of retail, commercial and community uses within the centre to service the local area, which respects its landscape setting and character including height.</p> <p>Provide opportunities for residential and mixed-use activity within the commercial environs.</p> <p>Support land use and development within the Boronia Activity Centre to be consistent with:</p> <ul style="list-style-type: none"> ▪ Clause 21.10-3 (Local Areas – Boronia Activity Centre); ▪ Clause 43.02 – Schedule 7 to the Design and Development Overlay (Boronia Structure Plan Area); and, ▪ Any other relevant local policy, zone, overlay and particular provisions. |
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Bayswater Activity Centre

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| <p>Role and function</p> <p>Bayswater is a major centre that provides a broad range of retail and commercial activities, including Mountain High Shopping Centre, the Knox Community Arts Centre, offices and light industrial uses, serving a large residential and industrial community.</p> <p>The centre has access to a public transport interchange that includes a train station and multiple bus routes.</p> <p>Housing opportunities include villa units, townhouses with a number of sites suitable for apartments or mixed use development.</p> | <p>Strategic directions</p> <p>Support a broad range of retail, commercial and community uses within the centre to service the local area.</p> <p>Support retail activity within the core and office, showroom, entertainment and community uses outside the retail core, with education and bulky goods uses east of the railway.</p> <p>Avoid industrial uses locating within the activity centre.</p> <p>Increase the building scale and level of activity within the centre, while ensuring views towards</p> |
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| <p>Apartment opportunities also exist above active commercial ground floor uses within the centre.</p> | <p>the Dandenong Ranges are protected. Support land use and development within the Bayswater Activity Centre to be consistent with:</p> <ul style="list-style-type: none"> ▪ Clause 21.10-4 (Local Areas – Bayswater); ▪ Clause 43.02 – Schedule 6 to the Design and Development Overlay (Bayswater Major Activity Centre); and, ▪ Any other relevant local policy, zone, overlay and particular provisions. |
| <p>Rowville Activity Centre</p> | |
| <p>Role and function</p> <p>Rowville is a major centre that serves a large residential community.</p> <p>The commercial core of the activity centre includes the Stud Park Shopping Centre, a municipal centre, library, fast food restaurants, an office and retail building and a number of shops along the north side of Fulham Road.</p> <p>The centre has access to a bus interchange and multiple bus routes including a SmartBus route along Stud Road.</p> <p>Public transport improvement opportunities include a future Rowville rail link.</p> <p>Housing opportunities include villa units, townhouses with a number of sites suitable for apartments or mixed use development.</p> <p>Apartment opportunities also exist above active commercial ground floor uses within the centre.</p> | <p>Strategic directions</p> <p>Support a more diverse mix of activities, services, retail, dining and entertainment options and public spaces in the commercial core.</p> <p>Support a variety of shops, cafes and outdoor dining with high pedestrian amenity on Fulham Road.</p> <p>Improve opportunities for local jobs and life-long learning.</p> <p>Accommodate the changing service needs of an ageing population.</p> <p>Support land use and development within the Rowville Activity Centre to be consistent with:</p> <ul style="list-style-type: none"> ▪ Clause 21.10-5 (Local Areas Rowville Activity Centre); ▪ Clause 43.02 – Schedule 9 to the Design and Development Overlay (Rowville Commercial Core including Stud Park Shopping Centre); and, ▪ Any other relevant local policy, zone, overlay and particular provisions. |
| <p>Mountain Gate Activity Centre</p> | |
| <p>Role and function</p> <p>Mountain Gate is an activity centre that includes Mountain Gate Shopping Centre, providing a diverse range of shops and services which meet the everyday needs of the local community.</p> <p>The centre also comprises a mix of highway bulky goods, restricted retail uses, small scale offices and light and service industry.</p> <p>Development at Mountain Gate will be limited due to poor access to public transport with the centre being only served by local bus routes.</p> <p>Housing opportunities within the activity centre include villa units and townhouses, and apartments in the Commercial 1 Zone.</p> | <p>Strategic directions</p> <p>Support a broad range of retail activities, cafes, restaurants and community facilities to service the local area.</p> <p>Consolidate retail uses within the retail core of the centre.</p> <p>Support land use and development within the Mountain Gate Activity Centre to be consistent with any relevant local policy, zone, overlay and particular provisions.</p> |
| <p>Wantirna Mall, Studfield and Scoresby Village Neighbourhood Activity Centres</p> | |
| <p>Role and function</p> <p>The larger neighbourhood activity centres of Wantirna Mall, Studfield and Scoresby Village provide convenience retail and commercial activities, along with a variety of cafes and restaurants to serve the needs of the local community.</p> | <p>Strategic directions</p> <p>Support a broad range of retail activities, cafes, restaurants and community facilities to service the local area.</p> <p>Consolidate retail uses within the retail core of the centre.</p> |

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| <p>These centres have access to a SmartBus Route and a number of local bus routes.</p> <p>Housing opportunities within the centres include villa units and townhouses, with a number of sites suitable for apartments or mixed use development along arterial roads and apartments in the Commercial 1 Zone.</p> | <p>Support land use and development within these neighbourhood activity centres to be consistent with any relevant local policy, zone, overlay and particular provisions.</p> |
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Wellington Village, Rowville Lakes, Knox Gardens and Knoxfield Neighbourhood Activity Centres

Role and function

The neighbourhood activity centres of Wellington Village, Rowville Lakes, Knox Gardens and Knoxfield provide convenience retail and commercial activities that serve the daily needs of the local community.

Most of these centres have access to at least one local bus route.

Housing opportunities include dual occupancy, villa unit development, and apartments in the Commercial 1 Zone.

Strategic directions

Support a broad range of convenience retail and community facilities commensurate with the scale of the centre.

Support land use and development within these neighbourhood activity centres to be consistent with:

- Clause 43.04 – Schedule 4 to the Development Plan Overlay (Wellington Village); and,
- Any other relevant local policy, zone, overlay and particular provisions.

Neighbourhood Activity Centres in the Dandenong Foothills: Ferntree Gully Village, Upper Ferntree Gully, Alchester Village, The Basin, Dorset Road/Landscape Drive and Burwood Highway Corridor (east of Dorset Road between Newton Street & Forest Oak Drive),

Role and function

These neighbourhood activity centres are located in the Dandenong Foothills where development will need to positively respond to the landscape and environmental sensitivities of the area, including bushfire risk.

Ferntree Gully Village and Upper Ferntree Gully have access to a train station and local bus routes. The other centres have access to at least one local bus route.

Housing opportunities include dual occupancy development and apartments in the Commercial 1 Zone, subject to landscape and environmental sensitivities and the interface with sensitive uses.

Strategic directions

Support appropriate, well designed development which respects landscape setting, environmental sensitivities and local character.

Support a broad range of convenience retail and community facilities commensurate with the scale of the centre.

Support land use and development within these neighbourhood activity centres within the Dandenong Foothills to be consistent with:

- Clause 21.10-1 (Local Areas – Dandenong Foothills);
- Clause 21.10-6 (Local Areas – Ferntree Gully Village);
- Clause 43.02 – Schedule 8 to the Design and Development Overlay (Ferntree Gully Village);
- Clause 43.02 – Schedule 10 to the Design and Development Overlay (Interim Neighbourhood Centre Height Control);
- Clause 43.02 – Schedule 11 to the Design and Development Overlay (The Basin and Alchester Village Neighbourhood Activity Centres); and,
- Any other relevant local policy, zone, overlay and particular provisions.

The Orchards (North-west corner of High Street Road and Eastlink) Wantirna South Neighbourhood Activity Centre

Role and function

This land was rezoned to enable a neighbourhood activity centre to be established in this location.

Strategic directions

Development will need to provide a high quality and sustainable urban form in a landscape setting that complements its setting within the

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| <p>The centre has access to local bus routes.</p> | <p>Dandenong Creek Valley and adjoining Dandenong Valley Parklands.</p> <p>Support land use and development within this neighbourhood activity centre to be consistent with:</p> <ul style="list-style-type: none"> ▪ Clause 43.04 – Schedule 10 to the Development Plan Overlay; and, ▪ Any other relevant local policy, zone, overlay and particular provisions. |
| <p>Other Neighbourhood Activity Centres: Anne Road/Kathryn Road, Boronia Road/ Scoresby Road, Burwood Highway (west of Dorset Road/east of Westley Street), Cavell Street/Armin Street, Glenfern Road/Mason Street, Manuka Drive/Loretto Avenue, Mountain Highway/ Kumala Road, Stud Bay (Stud Road, north of Leonard Street), Lewis Road/Coleman Road and Harcrest Boulevard</p> | |
| <p>Role and function</p> <p>These commercial centres contain a limited range of shops and/or services which serve the convenience needs of the local community.</p> <p>These commercial areas have access to local bus routes.</p> <p>Housing opportunities include apartments in Commercial 1 Zone, however this is limited by the smaller role and function of these centres and their interface with sensitive land uses.</p> | <p>Strategic directions</p> <p>Support convenience retail within shopping strips.</p> <p>Discourage further expansion of these centres.</p> <p>Support land use and development within these neighbourhood activity centres to be consistent with:</p> <ul style="list-style-type: none"> ▪ Clause 43.04 – Schedule 8 to the Development Plan Overlay (Re-development of Austral Bricks Site, 525 Stud Road, Scoresby); and, ▪ Any other relevant local policy, zone, overlay and particular provisions. |

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Implementation

Policy guidelines

- Apply Clause 22.01 (Advertising Signs local policy) to ensure applications for the display of advertising signs meet advertising needs of businesses on the land without causing visual clutter or having detrimental impacts.
- Apply Clause 22.02 (Industrial and Restricted Retail Sales Area Design local policy) to land in an Industrial 1 or Commercial 2 Zone to ensure design and subdivision is functional to the needs of industry.
- Apply Clause 22.03 (Non-Residential Uses in Residential Areas local policy) to non-residential use and development in residential areas to ensure development is appropriately located, well designed and protects residential amenity.
- Apply Clause 22.06 (Residential Land Use and Development within the Commercial 1 Zone local policy) to Commercial 1 Zone land to guide appropriate mixed-use development for commercial areas with no adopted Structure Plan or Urban Design Framework.
- Apply Clause 22.08 (Scoresby-Rowville Employment Precinct local policy) to guide land use and development in the precinct and to facilitate a Neighbourhood Activity Centre to serve the precinct.

Application of zones and overlays

- Apply the Commercial 1 Zone within the core retail areas of activity centres to encourage retail uses on ground floor with the opportunity for residential and office uses above.
- Apply the Commercial 2 Zone to office areas and highway retail.
- Apply the Industrial 1 Zone to industrial areas.

- Apply the Design and Development Overlay, as appropriate, to achieve specific local design outcomes, including for activity centres.
- Apply the Development Plan Overlay, as appropriate, to provide for the integrated and orderly development of local areas, including for shopping centres and redevelopment sites.
- Apply the Development Plan Overlay to the Scoresby-Rowville Employment Precinct to provide for the integrated and orderly development of the area, including a Neighbourhood Activity Centre to serve the precinct.
- Apply the Development Plan Overlay to the Wantirna Health Precinct to provide for the integrated and orderly expansion of the Knox Private Hospital to facilitate a State-significant health precinct.

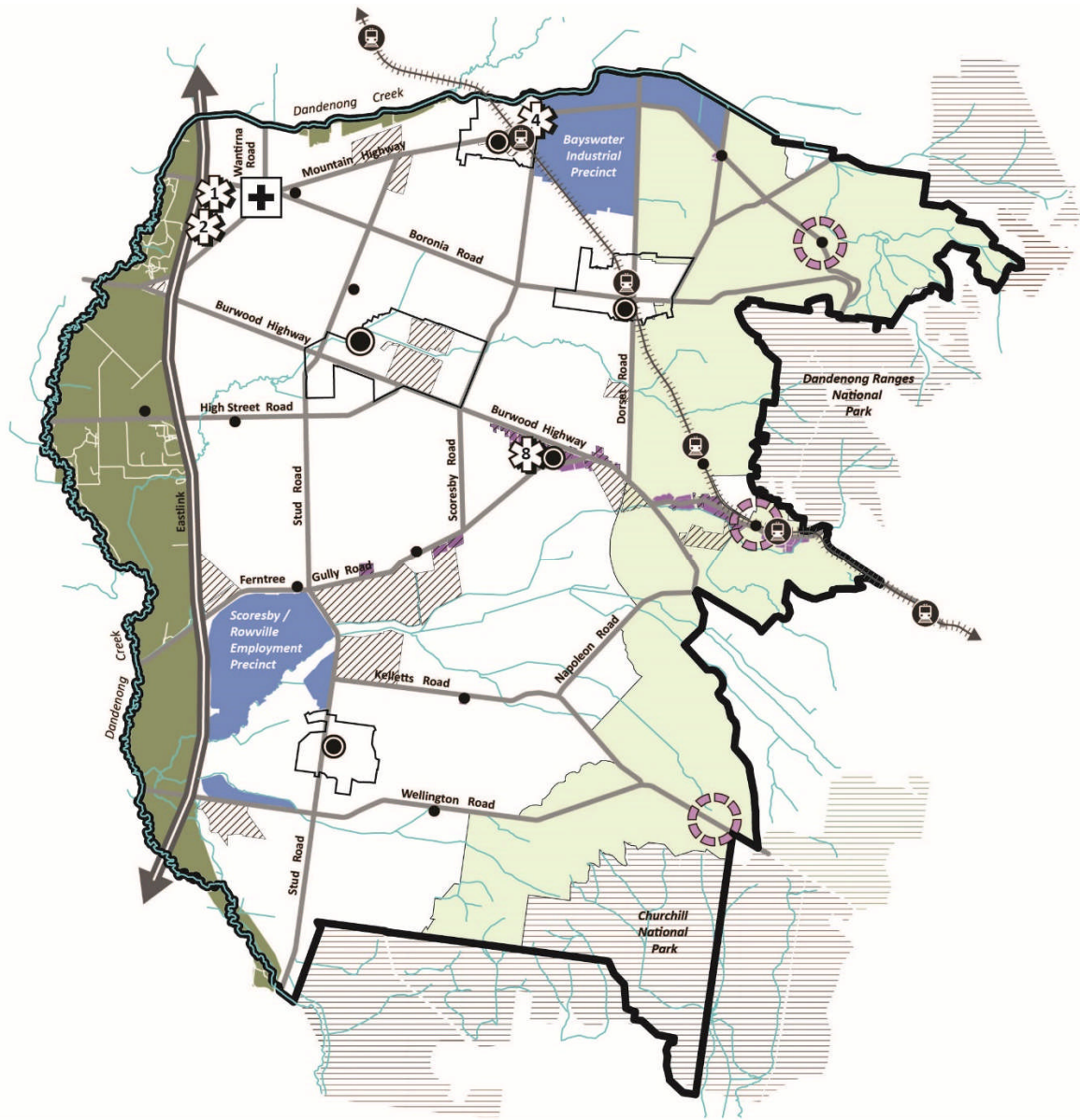
Further strategic work

- Prepare a Land for Business strategy which includes a review of employment, industrial and commercial needs and land requirements across Knox.
- Investigate application of the Industrial 3 Zone to industrial areas to protect the amenity of surrounding sensitive uses, where appropriate.
- Review rural and green wedge areas to provide strategic guidance for land use and development for land outside the urban growth boundary.
- Develop and implement a new Knox Central Structure Plan to provide updated strategic guidance for the City's largest activity centre.
- Develop and implement a Wantirna Health Precinct Structure Plan and other strategic planning guidance, in collaboration with other key stakeholders.
- Prepare a local area plan for the Burwood Highway commercial corridor.
- Review the Boronia Activity Centre Structure Plan and associated planning controls to ensure that they are achieving their intended purpose and remain relevant to decision-making in this centre.
- Review the Bayswater Activity Centre Structure Plan and associated planning controls to ensure that they are achieving their intended purpose and remain relevant to decision-making in this centre.

Reference documents

Bayswater/Bayswater North Industrial Area Strategy, Spiller Gibbins Swan Pty Ltd, 2003
Bayswater 2020 - Bayswater Activity Centre Structure Plan, Knox City Council, 2005 and addendum dated March 2012
Boronia Structure Plan, Knox City Council, 2006 and addendum dated March 2012
Ferntree Gully Village Structure Plan, Planisphere, June 2014
Integrated City Strategy and Implementation Plan 2015-17, Knox City Council, 2015 (or as amended)
Knox Housing Strategy 2015, Knox City Council, 2015
Knox Urban Design Framework 2020, Planisphere, 2003
Scoresby/Rowville Industrial Area Review, Spiller Gibbins Swan Pty Ltd, 2000
The Rowville Plan 2015, Knox City Council, 2015

Figure 1: Economic Map



LEGEND

Not to scale

- MUNICIPAL BOUNDARY
- RAIL CORRIDOR / TRAIN STATION
- DECLARED ARTERIAL ROAD
- EASTLINK
- MAJOR EMPLOYMENT PRECINCT
- OTHER EMPLOYMENT PRECINCT
- HIGHWAY RETAIL
- DANDENONG CREEK VALLEY
- CREEK
- NATIONAL PARK
- DANDENONG FOOTHILLS
- TOURIST GATEWAY
- WANTIRNA HEALTH PRECINCT
- ACTIVITY CENTRE BOUNDARY

- HIERARCHY OF ACTIVITY CENTRES**
- ACTIVITY CENTRE
 - NEIGHBOURHOOD ACTIVITY CENTRE

- STRATEGIC INVESTIGATION SITES***
- EMPLOYMENT/COMMERCIAL/MIXED USE
- 1 & 2 Wantirna Health Precinct (706, 750-750A and 760 Boronia Road; 203 and 251 Mountain Highway, Wantirna)
 - 4 Bayswater Triangle
 - 8 Mountain Gate Triangle
- * See also Clause 21.06 Housing Framework Map